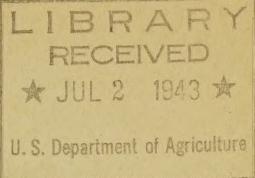


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UNITED STATES DEPARTMENT OF AGRICULTURE
U.S. Agricultural Adjustment Agency
Division of Information



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CONSUMER'S STAKE IN AGRICULTURAL ADJUSTMENT

You and I have wartime responsibilities, both as producers and as consumers. As producers, it is our responsibility to produce to the limit of our powers materials that will enable our fighting men to push on to victory. This is a war of production.

As consumers, it is our responsibility to consume wisely. We must make the best possible use of scarce materials. We must cooperate with the Government to see that no artificial scarcity of goods is created. Panic, speculation and hoarding give aid to the enemy.

Food is a prime weapon of war. In the Food-production effort, farmers have broken all records and will never relax their endeavor.

Without food, guns and tanks and ships and planes would be useless to our fighting men. Without food, factory workers could not produce. Without proper food, citizens would lack the morale, the endurance, the stamina that it takes to back up our fighters.

Food heads the list of items that consumers must buy, war or no war. Clothing comes next.

Food and clothing both originate on farms. There are steps in between. As buyers of food and clothing, you and I need to think about the farms and ranches that produce food for our tables and fiber for our clothes. We also need to think about the steps in between.

What is the consumer's stake in the food-production campaign?

What are the consumer-protection features of the long-range agricultural conservation program?

What is the consumer situation with regard to food? With regard to fiber?

What other factors besides farm prices enter into food and clothing costs?

What can you and I do to prevent inflationary prices?

Food Production Campaign

When the war spread to the Pacific, America and the other United Nations were cut off from their customary sources of many raw materials. The North African victory increased the demand for food and fiber overseas; the offensives that lie ahead will increase it immeasurably more. Together, our early reverses in the Pacific and the impending liberation of more Axis-held territory are creating a need for food production greater than was ever before thought possible.

Fortunately, agricultural leaders back in September, 1940, planned an increased pig crop. Then, in April, 1941, they saw that we should need to assume a greater responsibility for food production. Farm production was stepped up 4 percent in 1941; it was increased another 11 percent in 1942; it is planned to be 3 percent higher in 1943 than it was in 1942. This will be 30 percent more than the average production for 1935-39.

Thus have American farmers answered the Nazi threat to starve Britain into surrender and then seize the world. And by increasing production of fats and oils, American farmers have acted to counter Japanese seizure of important sources of these products.

This increased production is the best protection that American consumers can have.

Goals for 1943 call for production of 122 billion pounds of milk, 4.8 billion dozen eggs, 13.8 billion pounds of pork and 10.9 billion pounds of beef and veal, dressed weight. Farmers plan to increase acreage of soybeans for beans nearly 12 percent to over 12 million acres. Acreage of other needed food crops will be increased.

Goals call for the slaughter of 100 million hogs -- 27 percent more than were slaughtered last year. They call for the slaughter of 30.4 million head of cattle and calves.

Goals have been revised upward each year since Pearl Harbor. Farmers are producing to the limit the strategic foods needed to increase the fighting strength of the nations fighting for freedom. This year, in spite of shortages of labor and machinery, and in spite of floods in some areas and drought in others, they are stepping up production more than a fourth above the average of recent pre-war years. They are doing it to feed our fighting men and our fighting allies, and to protect American consumers.

Increasing production is often hard and expensive. Shifting to a crop desperately needed in the war usually involves an outlay of additional money and labor. So does increasing acreage beyond that normally cultivated. Farming-as-usual would be much easier.

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One way of assuring farmers that their job won't be a thankless one is by making loans at not less than 90 percent of parity. Another is by buying in the open market when the price goes too low.

This price protection to farmers is protection to consumers as well. It means that farmers can afford to go all the way in reaching production goals -- goals designed to meet war needs and to provide for American consumers.

The following table compares season average prices for some principal farm products for the years 1942, 1919, and 1918.

<u>Commodity</u>	<u>Unit</u>	<u>1942</u>	<u>1919</u>	<u>1918</u>
Wheat	bu.	105.7¢	216.3¢	205.0¢
Corn	bu.	85.5¢	151.3¢	152.2¢
Hogs	cwt.	\$13.06	\$16.36	\$16.14
Beef Cattle	cwt.	\$10.64	\$9.97	\$9.88

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A ceiling has been placed on the prices of some farm products to prevent their going above approximately 110 percent of parity. This is in accordance with recommendations of the Secretary of Agriculture and the War Food Administrator, who have consistently represented farmers in their effort to get prices which are fair to both producers and consumers.

Parity is the price at which the buying power of a unit of a specified commodity -- say a pound of cotton, a bushel of wheat, or a dozen eggs -- is the same as it was during a designated base period when farmers got a fairly stable share of the national income. For most commodities, the base period is 1909-14. Farm families make up about one-fourth of the population of the United States, but the farmer's net share of the national income has never been as much as 10 percent in the last 20 years. So parity, based on past income standards, can't give farmers a disproportionate share of the national income.

What responsibility does the housewife have for rationing and price control?

Do you know the percentage of increase in other living costs in your community? The percentage of increase in food costs? Do you know the causes?

How can fear-buying and hoarding cause high prices, even though total supplies are adequate?

Victory Garden Campaign

With the war entering the offensive stage, we cannot possibly have too much food. Farmers are doing an outstanding job of production; but they cannot do the whole job. All of us need to help. That is why Victory Gardens are so important.

There are four types of Victory Gardens; farm gardens, home gardens, school gardens, and community gardens. All of us should engage in one of these four types of Victory Gardening.

Every farm in the country should have a garden. Farm people consume food just like everybody else. And if they do not produce it, they have to buy it or go without. Farm gardens are very important to the health of farm families. They provide fruits and vegetables at low cash cost.

City and suburban gardens are important for the same reason. Also they help ease the burden on the Nation's heavily-loaded transportation system. Families who eat their own fresh peas, their own canned tomatoes, and carrots from the garden or storage room, aren't going to need to buy so many canned foods at the grocery store.

Whether it is wise for a city family to have a home garden depends on how much land there is available, and how good that land is. Most suburban families, and some city families, have enough good land to have a Victory Garden at home - say 30 x 50 feet. An average of an hour a day will suffice to keep such a garden weed-free and productive.

Families whose lots are too small or soil too poor to justify using the seed and fertilizer for planting a home garden can, in many cases, use community gardens established on the outskirts of town, close to street car or bus lines. Establishing and caring for such community gardens requires organized effort to community groups. In some areas city women and farm women have cooperated in Victory Gardening, the city women providing the seed and some of the labor, and the farm women providing the land and the experience.

School gardens can often be planted and maintained on ground that belongs to the local school board. Often the school children themselves do a great deal of the work of cultivation and harvesting. And girls who are studying domestic science will be able to preserve the vegetables in the school kitchen. Then, during the winter, they are available for school lunches.

Enough Victory Gardens, coupled with careful planning and organization on a community basis, can make whole small towns self-sufficient so far as their vegetable and much of their fruit supply is concerned. Where this is done, the families will profit by lower prices, the local stores will profit by more farm business, and shipping space will be saved for rushing supplies to our fighting men and our fighting allies. Consumers have a real interest in all those things.

How large a proportion of the families in your community have large enough lots, and good enough soil, to justify home Victory Gardens?

Would a community Victory Garden project be feasible in your community? Do you have any vegetables, a pressure cooker, cans, or ideas or time to contribute to such a project?

Do you know any methods of conserving food which do not use rubber or tin or other scarce materials? Is it applicable to your situation? If so, are you using these methods to the fullest and teaching your neighbors how to use them?

Have you ever eaten any dried fruits? Or dried vegetables? Have you ever dried any? Did your grandmother?

Agricultural Conservation Program

Objectives of the Agricultural Conservation Program include assisting consumers to obtain an adequate and steady supply of commodities at fair prices. The War Food Administrator is required to estimate consumption needs and a margin of safety when he sets up production goals.

As everybody buys food and clothing, city people as well as farm people have a direct and personal interest in the consumer provisions of the farm program. What then, are these consumer provisions?

Agricultural Adjustment

Agricultural adjustment features of the farm program have greatly hastened the change-over by Agriculture from peacetime to wartime production.

The whole machinery of the AAA program was set up on the theory that production of agricultural commodities should be scaled upward or downward to fit the changing needs of the country, to meet export requirements, and to build up ample reserves. This was so that no soil and labor would be wasted on unneeded crops, on the one hand, and so that sufficient supplies to meet demands would be assured on the other. During the defense period, and especially since we were forced into the war, adjustment has been consistently upward for essential crops. Through agricultural adjustment, the 6 million American farmers are able to plan together to meet current needs without waste of land, or labor, or materials.

Farmers are doing this job democratically. Farmers themselves shape and administer the program through their elected community, county and State committees. The best thinking and the best effort of the whole community is enlisted in the battle which America is waging on the food front.

Waste at any time is prodigal. Waste in wartime is criminal. It is vital that every ounce of energy, every acre of land, be used to the best advantage for war production.

Adjustment features of the farm program help farmers use their labor and land for growing those crops, needed in the fight for freedom, which are best adapted to their particular farms. They help farmers change over from less productive crops to maximum output of food and fiber per acre and per man-hour. As the war progresses, needs change. And the adjustment features of the farm program help farmers to meet those changing needs.

Acreage Goals

Acreage goals are an adjustment feature of the program which acts to assure the acreage of various crops necessary to assure adequate production to meet war needs. Goals for various crops are established on a nationwide basis in the fall. They are then broken down into State and county goals according to the soil, climate and other special factors affecting each State and county. The county committees then consult with farmers in establishing individual farm goals.

The farm goals help individual farmers to plan their production for the coming year in such a way as to make the greatest possible contribution to war needs, taking into consideration their soil, available labor, equipment and experience.

If you live on a farm: Did you fill out a farm worksheet?

If you live in town: Did you ever see a farm worksheet?
Do you know about the USDA War Board set-up and how it
is functioning to help farmers in their all-out war effort?

Can you see why an Indiana farmer might hesitate to go into production of soybeans for oil, or a Texas farmer to go all-out for peanuts, unless some plans were made to protect them from loss?

Ever-Normal Granary

Ever-Normal Granary provisions of the farm program provide for the storage of reserve stocks of corn, cotton and wheat to meet emergency needs. If it had not been for the stockpile of food, feed and fiber stored in the Ever-Normal Granary when we entered the war, American families today would probably be faced with shortages of vital foods so serious as to be dangerous, not merely annoying. Either that or America could not have answered so quickly the appeal of Britain for milk, eggs and pork. But corn stored in the Ever-Normal Granary was ready for quick conversion into these concentrated foods without which Britain would not have had the strength to fight on.

With the need for food production mounting, corn and wheat were released from the Ever-Normal Granary for feed.

Releasing Government supplies of feed at a reasonable price served the public interest in three ways. It helped livestock farmers. It helped keep meat prices in line. And it protected corn and wheat farmers by releasing needed storage space.

Part of our stored-up supplies of grain have been put to good use in making alcohol needed for explosives.

What reason can you see for Government support of the price of hogs?

What relation does the supply of feed have to meat prices?

Might "cheap" meat ever be expensive?

Name some reasons why it is fortunate that some Ever-Normal Granary warehouses were built before Hitler marched.

Crop Insurance

Crop insurance protects consumers in three ways: (1) By reducing farmers' risk of loss through adverse weather or insect scourges, it has kept many wheat farmers in business when without it they would have gone broke. (2) Whenever a farmer takes out crop insurance, his premium helps insure the country against shortage. Premiums are paid either in the commodity itself, or in cash which the Government converts into that commodity. In either case, they help to build up reserve stocks. (3) By assuring farmers of a definite income, crop insurance protects city consumers by helping to stabilize the farmer's purchasing power and so underwriting city pay rolls.

Does the prospect of at least a minimum, guaranteed crop help the homemaker buy thrifitly?

Do you know anyone who has received a wheat crop insurance payment? What has the payment meant to that family in terms of food, clothing and shelter?

Is your community affected by whether farmers generally have a good year? Is your business directly affected?

Marketing and Freight Rates

Marketing costs make up an important part of retail prices. They are added to the price the farmer gets for the food and fiber he produces. They are part of the price of the goods he buys.

The Agricultural Adjustment Act provides for "such encouragement to producer-owned and producer-controlled cooperatives . . . as will tend to

promote efficient methods of marketing and distribution." Effective marketing and distribution lowers costs, protects the consumer.

Freight rates are a big factor in food costs. The Agricultural Adjustment Act authorizes the Secretary of Agriculture to complain to the Interstate Commerce Commission regarding any inequities in rates, charges, and tariffs on farm products. During the war, this authority is vested in the War Food Administrator. This authority is highly important to both producers and consumers, for maladjusted freight rates may mean that buyers cannot buy cheaply from the nearest source or that farmers are denied a market for their crops. In wartime it is more than ever important that farmers find a market for their crops so that none will be wasted. Farmers are greatly expanding their production, and many of them are changing over to new crops. This makes the problem of markets and freight rates more urgent than ever.

On May 15, 1943, the Interstate Commerce Commission ordered a reduction in freight rates which will save American consumers more than \$350 millions, including upward of \$42 millions on farm products and farm supplies. The order cancelled increases that were granted early in 1942, on the ground that further collection of these increases was unnecessary and inflationary in effect. The present order stands until January 1, 1944, with provision for re-examination of the situation before that date.

Dr. Thomas Parran, Surgeon General of the United States, has this to say about the importance of reasonable freight rates to improved national nutrition:

"Freight rates are important factors in the final cost of many food products, especially the green vegetables and citrus fruits. Through lowered freight rates, wider distribution of these products would be encouraged. Tariff policies also have a direct influence on food costs, and, therefore, on food consumption and should be made with a view to improved national nutrition. Refrigeration and storage facilities, lower distribution costs, quick and adequate transportation -- all are measures for better nutrition."

In your opinion how can the individual citizen help in rectifying any discriminatory freight rates?

Do you know of the existence of any rates which discriminate against the region in which you live? Have you as a citizen tried to do anything about it?

Is your community changing over to a new type of crop for the war? If so, has the community acted to set up marketing facilities? Have freight rates to marketing centers for these new commodities been investigated in comparison with rates from other producing areas?

Research Laboratories

Provision of research laboratories to discover new uses for agricultural products is another phase of the Agricultural Adjustment Act which benefits both farmers and buyers of farm products. New uses for farm by-products mean more money for farmers. Economy effected by use of agricultural byproducts means less waste, and so enables farmers to sell food products more cheaply.

Do you know where the regional research laboratory for your region is located?

Have you heard reports on any research studies being made in relation to a crop grown in your community? On your farm?

Can you name some substitutes for critical materials that have been developed by the regional research laboratories?

Agricultural Conservation

The Agricultural Adjustment Act of 1938 lists among its objectives "conserving national resources, preventing the wasteful use of soil fertility, and . . . preserving, maintaining, and rebuilding the farm and ranch land resources in the national public interest."

Conservation does not mean hoarding, as many people suppose. On the contrary it means wise use, careful use, the kind of use that makes it possible for us to get good yields this year, and to continue getting good yields next year, and the year after that, and through all the years to come. So consumers have a definite stake in agricultural conservation.

War increases the importance of agricultural conservation to consumers. The almost unbelievable step-up in production which farmers have made since the war began would not have been possible except for agricultural conservation practices which have built up, and are maintaining, the fertility of the soil. Crops grow faster and resist disease better in good soil. The production per acre is greater in good soil. The chances of making a crop in spite of insects or drought are better with good soil.

The importance of agricultural conservation was overlooked during World War I. Dust bowls were the result.

Unless American ranchers had worked hard in the range program to repair this damage, America would not today have the beef that a fighting Army and Navy need. Unless American farmers had worked hard in the agricultural conservation program, they would not have been prepared for war production today.

We must see to it that no new dust bowls are made in this war. We must see to it that the productive capacity of American farms and ranches is maintained to meet the strain of a long, hard war and to provide abundantly for Americans after victory.

Good land gives us the material basis for democracy. It was the wealth of America's natural resources which first made America the land of opportunity for the common man.

One way of increasing production is by increasing acreage. Another is by increasing yield per acre through agricultural conservation practices which conserve soil and water and which add to soil fertility. To meet the needs of this war, we are going to have to use both of these methods.

Increasing acreage must be done with care. A great deal of the soil that is not now in cropland cannot safely be plowed up. If it were, wind and water would quickly remove the fertile topsoil, converting it into wasteland. Such soil must be kept in range, pasture or woodland. Other soil not now cropped can safely be plowed and cultivated only if special agricultural conservation practices are followed. As these practices are relatively easy and simple, and as many of them increase yields in any event, we must see that they are followed.

Production of land now in crops can safely be increased by improved farming methods. For instance, planting corn on the contour, that is on the level instead of in rows running up and down the slope, increased the yield on an Iowa farm by an average of 12 bushels an acre over a six-year period. The first year of the experiment happened to be a dry year, and that season the contoured corn yielded 18 bushels an acre more than corn planted in straight rows running up and down the slope. So contour planting proved to be good drought insurance.

America needs big production. She needs it not just this year, or next but every year as long as the war lasts. And she needs it for several years after the war, until the countries that have been looted and starved by the Axis can replant their fields, rebuild their flocks and herds, and get back to a position where they can produce much of their own food.

The sustained production, year after year, that a long war followed by several years of world reconstruction demands can be achieved only if we keep up the productivity of our soil. Those agricultural conservation practices which maintain yields, or which increase yields immediately, offer the only way by which America can win the battle of food production without loss of the soil.

Americans are battling for their lives and for the future of America. While our soldiers and sailors fight on distant shores and seas, let us at home remember the fight to maintain the continuing productivity the soil of America. That soil is America. It is the birthright of American boys and

girls -- the heritage which our boys in uniform are offering their lives to protect.

If you live on a farm! Can you name the AAA conservation practices in effect in your community?

Which ones are used on your farm?

Does your farm yield as much per acre today as when you first took it over?

If you live in town! During the drought years, did the tangible evidence of what was happening to American farms sift into your parlor? Did you realize what it meant? To farmers? To the community?

How can This Great Production Campaign Succeed?

On the farm front, rural families are waging an all-out war against tremendous odds.

Intensified farming to produce large yields means more labor. Change-over to a new crop needed in the war often means more labor. Yet there is a shortage of experienced labor. There is a shortage of labor-saving machinery too. All this means that farm families must do the biggest job they have ever done with less experienced help than they have ever had.

Shortages of seed and, to a lesser extent, of fertilizer also stand in the way of doing the job easily. So do shortages of fencing materials, of burlap for bags, of paper boxes and other containers normally used for marketing. Then there's the rubber shortage, and, in some areas, the gasoline shortage facilities and rail transportation.

Farm women have quietly taken over a greater and greater share of the labor and planning that goes into farm production. They have simplified their housekeeping to give more time to the poultry flock, and the garden, and the milking. Many of them are driving tractors, and doing a good job of it too.

Younger children are also doing good war work. The young daughter is doing more of the household chores, thus freeing her mother for duty on the food front. The younger son is taking the place of his brother who enlisted before the order went out to stop accepting essential farm workers for the armed services.

Town people likewise have an important responsibility in the battle of food production -- an increasingly important responsibility. If it hadn't been for volunteers from towns, invaluable stocks of food would have been wasted last year for lack of harvest help. Working as individuals and through their organizations, thousands of town women proved their worth as "farm hands,

during the 1942 harvest crisis. This year the need for help from the cities promises to be even greater.

To meet this need the goal for the United States Crop Corps has been set at more than 3,000,000 volunteer workers. This includes: the Victory Farm Volunteers -- several hundred-thousand high school boys and girls who want to do their part on the farm front; local residents who register to work for a few days during emergencies on farms in their community; and the Women's Land Army, composed of women who volunteer and are trained to work for longer periods at various farm jobs. Your County agent can give you information about how this program works in your particular locality.

To make the great farm production campaign succeed, farm families will have to work endlessly at the same old chores multiplied many times and made more difficult by wartime shortages. The recognition of the importance of farm work which led to formation of the United States Crop Corps helps give farmers, farm boys and farm women a realization that their way of expressing patriotism is urgently needed. It will keep down the uneasy feeling of many farm women that somehow they should find time to knit even if they neglect the chickens. Knitting is fine; but you can eat eggs. And many people in Great Britain do not get an egg as often as once in several weeks.

If you are a farm woman: Has war added any duties to your round of chores? Name some of them. Do you think of your work as war work? Do other types of war service compete for your time?

If you live in town: Did you come originally from a farm? Have you ever visited a farm? Do you know anything about the responsibilities of the farm homemaker? Do you regard food production on farms as war work?

Have you ever participated before in an urban-rural discussion meeting? Do you find it stimulating?

Have you any school-age sons who could do war duty as Victory Farm Volunteers during vacations, working -- not vacationing -- on farms? Does the Women's Land Army appeal to you? Can you do anything to help recruit the United States Crop Corps?

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